

SYSTEM AND METHOD FOR GROUP MEDIA SELECTION

ABSTRACT

The present invention is directed to a system and method for group content selection. In an aspect of the present invention, a method for providing content based on user preferences may include detecting a plurality of users at a location and identifying user profiles corresponding to at least a portion of the plurality of users. At least one content characteristic common to the identified user profiles is determined and content including the determined common content characteristic output at the location.

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